



GIPS Announces Integration of Scalable Video Coding H.264 SVC for Desktop Video Conferencing

GIPS Continues to Enable Superior Video Conferencing, as Real-Time HD Video Applications Set to Become Pervasive

SAN FRANCISCO — June 23, 2009 — [Global IP Solutions](#) (Oslo Børs: GIPS), the leading provider of IP multimedia processing solutions, today announced support for a Scalable Video Coding (SVC) implementation of H.264. With H.264 SVC integrated inside GIPS video engines, video conferencing providers can offer incredible video quality using the minimal bandwidth by adapting to each user's available capacity.

Using GIPS VideoEngine products with H.264 SVC, multi-party video conferencing can now allow different users to take part according to their bandwidth without downgrading any other participant's experience. In addition peer-to-peer video calls have greatly improved error resilience.

"Visual communications and collaboration are set to become pervasive, from the desktop to the boardroom and it's a positive move to see GIPS continuing to support standards such as H.264 SVC," said Roopam Jain, Principal Analyst with Frost & Sullivan North America Information & Communications Technologies Practice. "GIPS is continuing to offer their customers an HD video experience with H.264 SVC now enabling less-intensive bandwidth requirement capabilities without affecting the other participant's video experience," added Jain.

"GIPS' video products deliver industry leading compression efficiency and superior video quality for both peer-to-peer video and multiparty video conferencing," said Joyce Kim, Chief Marketing Officer at GIPS. "By adding H.264 SVC to our list of

standard and proprietary video codecs that we support, we continue to offer an exceptional real-time video experience. On top of the benefits of H.264 being a worldwide standard, GIPS enables customers to design video conferencing products that can interoperate with one another and deliver outstanding video to greater numbers of participants."

GIPS VideoEngine™ and Video ConferenceEngine™ offer a complete solution of high-level APIs that enable the best video experience possible. GIPS' video engines automatically overcome the ubiquitous problems of IP communications, such as synchronized voice and video, jitter, packet-loss, lip synchronization along with device and bandwidth constraints. With GIPS, service providers, application developers, telco equipment and mobile device manufacturers are able to offer the finest video capabilities with a fast market entry.

About Global IP Solutions

Global IP Solutions (Oslo Børs: GIPS) provides best-in-class voice and video processing in IP communications. GIPS enables its customers to deliver unmatched quality, with a faster time-to-market and with less risk than alternative solutions. GIPS serves application developers, wired and wireless service providers and network and telecommunications equipment vendors. Its customer list includes Citrix, CommuniGate, Nimbuzz, Nortel, Oracle, Samsung, Tencent, WebEx, Yahoo!, AOL and other key players in the voice and video over IP markets. The company is headquartered in San Francisco with offices in Stockholm, Boston and Hong Kong. For more information, visit www.gipscorp.com.

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